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Insight Intelligent Technology[™] Pulse: **INTRODUCING GENERATIVE AI IN THE WORKPLACE**

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Are organisations ready for the generative AI revolution?

Professionals are keen to adopt generative AI at their companies to improve productivity and customer service. However, concerns around quality and security are ever present.

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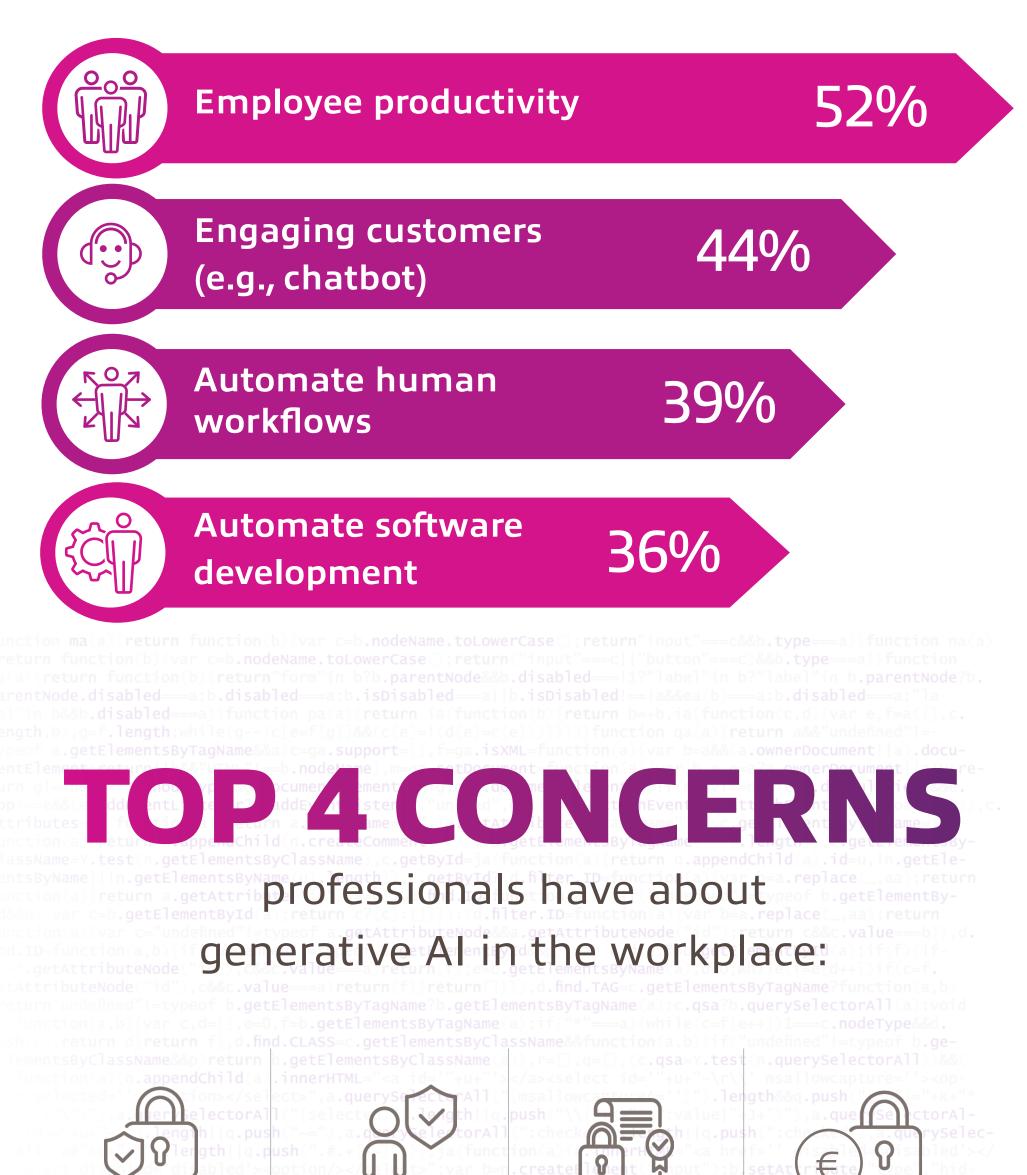
IEA companies have generative AI policies and/or strategies established or in the works.





TOP REASONS

professionals say their organisation would adopt generative AI technologies within the next three years:





Safety and Quality and security control

43%

Legal and Cost of regulatory implementation/ compliance budgetary Europe constraints

Approximatively

professionals

(19%)

are concerned

about workforce

displacement

Companies see generative AI having the greatest impact on these roles:



Data analyst/data

28%

scientist

Communications 28% (such as content creation, technical writing, PR marketing)

27% Office and administrative support

240 Software developer

Financial operations

22% (e.g., accountants, bookkeepers, procurement)

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